

DATE: February 5, 2008**Agenda Item No. 12(B)2****TO:** Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners**FROM:** George M. Burgess
County Manager **SUBJECT:** Report of Educational Campaign to Prevent Death and Injury to Children Resulting
from Vehicle Backover Incidents

This report is provided in response to Resolution R-1243-07 adopted by the Board of County Commissioners on November 16, 2007, and details the educational campaign to prevent death and injury to children resulting from vehicle backover incidents. This campaign will be implemented by Miami-Dade Police Department (MDPD) in collaboration with the Government Information Center (GIC).

MDPD coordinates a number of educational campaigns, and will include vehicle backover prevention into the educational programming. Some features of the campaign are described below, and were developed based on a number of different methods of communication with parents and the general public.

Print Media

Flyers, posters, vehicle sunshades will be printed using the "Kids and Cars" organization which has authorized Miami-Dade Police Department (MDPD) to apply the County and Department logo to printed materials established by this organization for this purpose. Distribution of flyers will be made through a current prevention program, the Drug Abuse Resistance Education (DARE). DARE is instructional training to fifth grade classes throughout MDC. Participating students will be given flyers and instructed to present them to their parents. Posters will be distributed through car dealers, especially with regard to sport utility vehicles (SUV) and trucks, as data indicates these accidents are more likely to occur with these kinds of vehicles. MDPD will submit articles to be published in the Miami-Dade County Employee quarterly newsletter, "In the Loop", to stress the importance of safety and prevention regarding the issue.

Electronic Media - Web based/Internet

Articles and other information will be published on the website for MDPD. This will also include links to the "Kids and Cars" website for safety tips. Other web based campaign safety messages and tips will be headlined in the weekly email in Miami-Dade County, "What's New?", the Miami-Dade County web portal, and the MDPD "MYSPACE" web page. In each case, links will be provided to the websites by MDPD and "Kids and Cars" for additional safety and prevention information.

MDPD will coordinate campaign efforts with the Children's Trust to disseminate information through the Trust's website and other electronic prevention resources under the Children's Trust for joint education and awareness.

Community Presentations

MDPD will coordinate with the Miami-Dade Parents Teachers Association (PTA) at the District level on presentations at elementary schools. Officers will distribute "Children Run Over By Adults" flyers and vehicle sunshades at these meetings. PTA presentations will be scheduled countywide.

MDPD will continue to collaborate with the GIC to educate the community about this important safety matter.


Assistant County Manager